

RTÉ RADIO 1

Today with David McCullagh

WEEKDAYS, 9AM-11AM

AVAILABLE **JANUARY 2026**

Today with David McCullagh is the place for sharp and accessible coverage of all the day’s main news stories, biggest talking points and engaging human interest stories. David will guide listeners through the major news events of the day, offering in-depth analysis, live reports, and thought-provoking conversations with key figures from politics, culture, business and beyond, all underpinned by his trademark curiosity and clarity.

Broadcasting directly after Morning Ireland in a new time slot of 9am to 11am, Today with David McCullagh is one of Ireland’s biggest mid-morning radio shows. The Today programme maintains all the features that generations of listeners have come to expect with analysis and debate around the top national and international stories of the day, spanning news, politics, sport and entertainment. It also regular features expert advice on money, travel, food, and health & wellbeing with the regular ‘The Gathering’ panel wrapping it all up every Friday.

Today with David McCullagh aims to inform, challenge, and entertain — providing a space for serious journalism and lighter moments alike, and reaffirming RTÉ Radio 1’s reputation as the voice of the national conversation.

Sponsorship package audience delivery:

	Weekly			Monthly			Annual		
	Reach	%	AF	Reach	%	AF	Reach	%	AF
Adults 15+	968	22%	2.9	1628	37%	7	2097	48%	70.3

NB: All sponsors are subject to RTÉ Sponsorship clearance.
Category restrictions apply.
All voice over fees must be incurred by the sponsor.



Sponsorship Package

TimesWeekdays 09.00-11.00AM

Stings

- 6 x 10 sponsor credited stings per day / 30 per week

Example: “Today with David McCullagh sponsored by SPONSOR + SPONSOR TAG LINE”

Promos

6 x premium cross-station promos across the RTÉ Radio 1 schedule:

- Monday: 1 x Morning Ireland **469,000**
- Tuesday: 1 x Louise Duffy **182,000**
- Wednesday: 1 x The Sports Show **217,000**
- Thursday: 1 x Liveline **299,000**
- Saturday: 1 x Brendan O’ Connor **412,000**
- Sunday: 1 x Brendan O’ Connor **408,000**

Example: “Today with David McCullagh sponsored by SPONSOR NAME ONLY”

Homepage Sponsorship

Sponsor leaderboard on show homepage.

CLICK TO VIEW HOMEPAGE

Listen-back Sponsorship

1 x sponsor-credited sting to feature at the beginning of every show. Listen Back during the sponsorship term.

Example: “Today with David McCullagh sponsored by SPONSOR + SPONSOR TAG LINE”

CLICK TO LISTEN TO THE PODCAST

Sponsorship Fee

12 Months x **€350,000**

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